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plurality of rollers, the casing including a transparent viewing window located on a front surface to allow at least one pictorial scene of the plurality of pictorial scenes to be visible.

21. The interactive toy according to claim 19, wherein one scene of said plurality of pictorial scenes of said picture scroll is displayed in synchronism with playback of a segment of said pre-recorded audio corresponding to said pictorial scene provided by said audio cassette tape.

22. The interactive toy according to claim 21, wherein said magnetic tape includes a plurality of parallel channels of which a first channel of said plurality of parallel channels is selected as a default channel to playback said pre-recorded audio according to a first story line.

23. The interactive toy according to claim 22, wherein a second channel of said plurality of parallel channels is selected as said default channel to playback said prerecorded audio according to a second story line.

24. The interactive toy according to claim 23, wherein said base unit includes

a controller;

a pictorial drive control mechanism coupled to said controller;

an audio cassette drive mechanism coupled to said controller, the audio cassette drive mechanism to rotate the at least one drive pin around the axis; and

an audio speaker coupled to said audio cassette drive mechanism, said audio speaker outputs audible sound based on said default channel selected by said audio cassette drive mechanism.

25. The interactive toy according to claim 24, wherein said pictorial drive control mechanism includes a sensor coupled to said controller, said sensor being mounted within

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the base unit to monitor a longitudinal edge of the picture scroll and to transmit a control signal to said controller which, in turn, controls positioning of the pictorial scene.

26. An audio-visual cassette comprising:

a plurality of rollers including a first roller and a second roller, the first roller to rotate around a first axis of rotation;

a picture scroll coupled to the plurality of rollers;

an audio cassette tape including a pair of take-up reels and a magnetic tape having pre-recorded audio, at least one of the take-up reels being rotated, during playback, around a second axis of rotation orthogonal to the first axis; and

a casing providing a unitary unit that includes (i) the audio cassette tape, (ii) the picture scroll, and (iii) the plurality of rollers, the casing including a transparent viewing window located on a front surface to allow a pictorial scene to be visible.

27. The audio-visual cassette according to claim 26, wherein said audio cassette tape is permanently attached to a rear surface of the casing.

28. The audio-visual cassette according to claim 26, wherein said magnetic tape includes a plurality of parallel channels of which a first channel of said plurality of parallel channels is selected as a default channel to playback said pre-recorded audio according to a first story line.

29. The audio-visual cassette according to claim 28, wherein a second channel of said plurality of parallel channels is selected as said default channel to playback said pre-recorded audio according to a second story line.

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